Vision: to create a world class interactive science center that ignites the curiosity in all of us.
Mission: to inspire a love of learning STEM by providing unique opportunities to explore and create.
Core Values: Community, Fun, Excellence, Innovation, Leadership

<table>
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<th>OBJECTIVE</th>
<th>GOALS</th>
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| 1. Raise funds for future Center | 1.1 Steward public-private partnership with Loudoun County and state  
1.2 Gain $20M in gifts and pledges by the end of 2022 |
| 2. Create future Center | 2.1 Design and construct facility and exhibits, leveraging diverse community input and engagement  
2.2 Establish Foundation and organizational transition plans  
2.3 Implement Northern Virginia Science Center brand |
| 3. Ensure organization is financially sustainable | 3.1 Develop virtual programming business plan and operational capability  
3.2 Diversify and optimize contributed revenue sources  
3.3 Enhance systems support to improve productivity and business analysis capability |
| 4. Establish the Children’s Science Center as the community’s best STEM resource for families and schools | 4.1 Increase participation in industry, regional and state forums  
4.2 Improve diversity and inclusion in our program content and participation  
4.3 Pursue stronger relationships with schools, universities, media and other influential organizations |
| 5. Develop a diverse and talented team for the future | 5.1 Achieve parity with industry for staff wages and benefits  
5.2 Provide training that prepares organization for future needs and cultural competency  
5.3 Develop skilled, dedicated and diverse volunteer corps with increase in average hours served |

LONG RANGE PLANNING LIST
The following objectives should be kept in mind for future strategic plans and during the planning and design for the future science center:
- Position the science center as the STEM resource for citizens of all ages and for developing the future workforce
- Expand scope of programming for underserved and under-represented children
- Develop formal teacher professional development programming
- Develop the science center as a collaborator in STEM learning research